# A Primer for Managing Knowledge in Public Health

PHIN Conference Session:
Knowledge Management Model
Processes and Practice
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#### Objective

- Touch on the role of Knowledge Management and PHIN
- Review initial KM requirements gathering sessions conducted last year (collaborative effort between ASTHO and CDC)
- Review initial findings from the sessions and possible framework for future discussion
- Next steps / Discussion Points





#### Knowledge Management and PHIN

- Standards
  - Information categorization (vocabulary)
  - Information sharing (exchange and collaboration)
- Beginning to surface in other areas of PHIN
  - Partner Communications and Alerting & Public Health Directory
    - Could be backbone of a national public health "expertise" repository
  - PHIN Vocabulary & Public Health Thesaurus
    - Expanded to capture information categorization needs
- Extant in many current public health systems
  - E.g. Epi-X and many other state-specific alerting and collaborative systems
  - Myriad of existing databases throughout public health
- Allowing appropriate access within and across these systems





#### Requirements Sessions

- Begin a dialogue with public health professionals around what knowledge management means
- What kind of needs did public health professionals have and what kind of KM or KM-like activities did they currently engage in?
  - 2004 PHIN Conference\*
  - ASTHO/CDC KM meeting in Chicago, 7/04\*
  - ASTHO KM Conference Call, 10/04
- Needed to contextualize the needs and also wanted to begin thinking about a framework for understanding KM
- Result of sessions published by ASTHO: "Knowledge Management for Public Health Professionals"
  - Good overview of KM and provides a number of examples of public health KM in practice

\* Facilitated by Ross & Associates





#### Requirements Sessions: Input

Find best practices

Find sample press

specific condition

Determine health issues

by region and link

Availability of secure

releases related to a

Health conditions in a specific geographical area

Multiple pathways to

Access spatial data

information

Research latest best

practices

Regular

communications re

ongoing events

Research new diseases

in my community

Connect resources and expertise at multiple

papers/articles/updates

geo levels

I ink white

Link all related

information during an Context-based outbreak everything

Provision of

Link related events

See trends in see trends in personalized data and neighboring jurisdictions neighboring jurisdictions.

for comparison

Determine available resources during an

outbreak

Capacities of local

organizations

Find recommendations

Search and retrieve

Access repositories of across multiple survey questions that databases

have worked

Analyze data regarding cases and risk factors in

surrounding localities

recommendations Auto-alerts when things

are out of range

**Cross government** 

Share common useful

tools

collaboration Notifications of grant opportunities

Easy access to relevant library

resources



extranet



# Requirements Sessions: Activity Categories/Functions

- Contribute add to knowledge of an enterprise
  - Publish data, collect, validate, share data sets
- Find search, identify, locate information
  - Context, topic, spatial queries
- Select extract, consolidate derived data sets
  - Drill downs, data mining
- Analyze integrate, transform and interpret data
  - Context assessment; determine cause; spatial assessment
- Collaborate work with others by sharing data, documents, discussions, expertise tools and resources
- Communicate broadcast, alert, distribute information
  - Directed/general communication, online learning
- Technology
  - Architecture, presentation, navigation, organization, security





## Framework for KM Value: PH Impact

Contribute	Find	Select	Analyze	Collaborate	Communicate
	Contribute	Contribute Find	Contribute Find Select	Contribute Find Select Analyze  Analyze  Analyze	Contribute Find Select Analyze Collaborate  Contribute Find Select Analyze Collaborate  Analyze Collaborate  Analyze Collaborate

Z Axis Variables: Content, Culture, Process and Technology





## Next Steps / Discussion Points

- Work at local, state, national and international levels to
  - Begin to draw useful limits around what "counts" as KM
  - Collaborate on business cases for knowledge management investments
  - Drive requirements that are rooted in public health practice and impact
  - Create partnerships with business schools or others who have thought about KM in diverse, non-traditional for PH, settings
  - Establish a culture that encourages investment in information sharing
- Begin building out the KM Value Matrix and discern if it is a valuable tool in defining KM value: PH impact.
- Address and agree on standards (though some useful ones may be emerging out of PHIN)



